



# THE GLEICHEN CALL

VOLUME XXXVII NO. 48      GLEICHEN, ALBERTA, WEDNESDAY FEBRUARY 14, 1945      SUBSCRIPTION \$2.00 PER YEAR

## News Items of Local Interest

J. J. Robinson is at present at Arrowwood renovating the residence of Mr. and Mrs. S. Haynes.

Mrs. R. Jones mother who resides in Medicine Hat is spending a few days her visiting her.

Mrs. R. S. McQueen has returned home after spending a week visiting her mother in Calgary and a sister in Turner Valley.

About a month ago the Gleichen Flour Mill started shipping flour to Russia via the Pacific. It is noted that as soon as the Russians started eating the flour they started on the rampage and have surged to within a short distance of Berlin.

Mrs. W. Boos is at present a patient in the Holy Cross Hospital, Calgary. She was taken ill early last week and on Wednesday was taken to the hospital.

Today the mobile blood clinic is in Gleichen. The largest number of blood donors—over 100—are voluntarily giving their blood at the site at the Blackfoot Hospital. This is their third visit here.

On Friday afternoon the home of Mrs. J. J. Robinson was the scene of a shower in honor of Mrs. P. Haynes, nee Miss Helen Gilbert, who was recently married. Mrs. Robinson presented the gifts in a red and white basket appropriately decorated. Mrs. Haynes, assisted by the brides in opening the gifts. There were approximately fifty guests present.

Mrs. Wm. Taylor and little son Bill, of Okotoks spent the past week in town visiting at the home of Mr. and Mrs. E. W. Taylor. They left for home Sunday morning.

Mr. E. Lyons of Turner Valley spent the weekend in town visiting his wife and Mr. and Mrs. E. W. Taylor.

Half the town was deserted last Wednesday afternoon when the officers and friends attended the Bessano banquet. All report having had a whup of a time.

Dr. Windsor has received word that his son, Midshipman A. M. Leacock, has been promoted to Sub-Lieutenant, and has been posted to a new ship, the Niobe.

The mild weather we have been having this winter is certainly saving coal.

Mr. and Mrs. H. James has received word that their daughter Rachel is being nicely after her recent operation.

Mrs. H. James and Mrs. G. W. Evans have been appointed delegates to attend the Red Cross convention in Calgary next Monday.

Mrs. Hugh Telford and daughter of Vancouver arrived in Gleichen last Thursday evening to visit her parents, Mr. and Mrs. Glen C. House of Arrowwood for a short time. It is nine years since Telford was last in the district.

The Gleichen U.F.W. held their regular meeting at the home of Mr. Hiebs with 10 members and three visitors present. The roll call was assisted by Mrs. Hiebs. The magazine article was read by Mrs. F. Sammons. The next meeting will be held at the home of Mrs. J. W. Hiebs on February 20. A nice luncheon was served by the hostess Mrs. Quennell and Mrs. Unbrink.

Harry Scott one of Gleichen's real old timers was in town for a few hours last Wednesday evening. He is now living in Calgary. Mr. Scott attended the Parks sale where he met a lot of old time friends. He came to Gleichen with David McLean and then lot more of his friends.

Mr. and Mrs. G. C. House of Buffalo Hills district spent a couple of days in town last week visiting friends.

The sale held by C. Park at his farm at Blind Creek was attended by a great crowd—estimates range as high as two thousand and it is said to have been the biggest and best sale ever held in that area. Buyers were present from as far north as Millet, a village near Edmonton. Very high prices were obtained for

almost every article offered. Our local butcher Bob Haskayne bought 13 head of choice beef cattle and he states they are the finest yearlings he has ever for many a month. Bob has already slaughtered some of them and his customers are now busy sinking their teeth into choice beefsteaks. Mr. Park and family will reside in Calgary.

P.O. Leslie Menard left Monday for Grand Prairie to visit his brother Raymond for a short time.

The United Church W. A. held their February meeting at the home of Mrs. McIntyre when there were fifteen members and four visitors present. A report was made on the effort for contribution towards new hymn books. A St. Patrick's tea and home cooking sale was planned for March 17. Tea was served by the ladies assisted by Mrs. McKay and Mrs. R. W. Brown.

## COMPULSORY TENANCY

There was a time when a man's house was his castle, but not any more. Under the new rental laws, the owner of a property has little or no control over what he does with it, and whether, if it be a house, he'll rent it or not, and to whom.

Another illustration of the demands by groups of irresponsible governments who seem ready to cater to them, and at the expense of those who work and manage and sacrifice to obtain for themselves the homes they desire, and expect to provide for their families by their own efforts.

If the government thinks that their regulations in regard to renting homes will really help the housing situation, with any long-time view, they are greatly mistaken. Tenants who cannot find places to live are generally speaking the type of people who nobody wants to rent their property to, and who are too shiftless to ever place in a position to make any effort to have a home of their own.

If the present trend continues in London and crowded centres with government interference resulting from irresponsible demand, the provision of homes for everybody will be a government problem ultimately, and it isn't a pleasant outlook for people who prefer to live as individuals.

There are people crowded in large cities at the present time who have no need to be there. Families in a few rooms with the father overworked and the mother doing the housework would be better off in the city. If they can provide for themselves and want to live like that, it is no one's business, but when they expect other people to provide them accommodation, then other people are entitled to express their opinion. There are other classes of people living in the cities, who spend their money on pleasure, or on anything but for providing themselves homes and this is the type that complain the loudest about the expense of rents. Housing in cities is difficult, but there are opportunities in other places to find homes and work. For people who have sacrificed in the past and through hard work have made their lives comfortable and taken care of their homes going without pleasures of other kinds to do so, and they would be expected, and compelled to take in tenants when they don't want them, seem about the height of autocracy. Imagine the type of tenant who would enter a home under these circumstances.

In the meantime there are plenty of public buildings in white-hot condition, which could be accommodated. If they don't like it, that's just too bad but our sympathy is with the owners—not all of them—but the majority.

The total value of all food crops in Canada in 1944 is now estimated at \$1,310 millions, compared with \$1,124 millions, with wheat constituting about one-third of the whole. This is a new high figure, being \$186 million above the 1943 estimate, and almost double that of 1939, when in itself tells a story of the splendid war effort on farm front. Saskatchewan topped all provinces in order of magnitude, with a total value of all food crops estimated at \$457.2 million. Following in order are Alberta, Ontario, Quebec, Manitoba, New Brunswick, British Columbia, Nova Scotia and Prince Edward Island.



Marine Commandos Landing. The scene at a beach head as Royal Marine Commandos drive their amphibious fighting vehicles ashore from the landing craft.

## Items From The Battery

The muster parties of Bassano and Gleichen on the 7th were very well attended by the personnel who have been coming out to parades since summer camp. Next pay date will be in March—on a date to be set.

On every parade night coffee, soup and biscuits are served before they leave for home, to all who attend. The coffee is pretty good and Allan concoct it.

The military district signalling officer is going to install wireless between the Armouries at Gleichen and the Post Office at Bassano for the training of personnel in both towns. A most imposing array of equipment has already arrived. Everybody is anxious to see it working.

Those members of the unit who have not attended parades since 1944, camp and cannot now attend, must turn in their uniforms. They will greatly assist the officers if they will turn them into Sgt. Sitt at Hunter, Red, Sutton at Bassano and G. M. Phyllis at Gleichen.

Cpl. C. Woods who was a member of the 22 Battery for several years and had gone to camp on several occasions was mentioned in dispatches Saturday. He is with the Canadians where they are fighting their way into Germany. The dispatch is as follows:

One of the final clean-up jobs in Wyler was done by Sgt. "Mac" Melnychank of Edmonton and six men of his platoon. They routed 18 Germans from a house on prisoners and killed nine.

"We used a little diplomacy on them—Bren and Stenguns and grenades," he explained. While other troops provided covering fire, Melnychank and his men charged the house. One private, wounded by a sniper, kept going and the only way the sergeant could prevent him continuing to fight was to send him back with the prisoners.

"I thought there were only four or five Germans in the house when the first one came out with a white flag," Melnychank said, "but they were only one after another."

Cpls. G. Hays of Mayerthorpe and Charles Woods of Gleichen, were among the "little bunch of commandos" who made the charge with Melnychank.

## NEWSPAPER ASSOC. OFFICERS WILL SPEAK OVER RADIO

One of the highlights of the Canadian Weekly Newspapers Association's semi-annual meeting of the board of directors this month will be a joint broadcast by two top executives.

On Saturday, February 17th, from 9:45 to 10 p.m. on the CBC Canadian network the weekly CBC feature titled "This Week" will originate in Calgary and will feature two of the Canadian Weekly Newspapers Association in the capital for the semi-annual executive meeting. The speakers, C.W.N.A. president P. J. Galbraith, editor of Red Deer Advocate and 1st Vice-President Hugh Temple, editor of Fergus, Ont. News Record.



When the white man first arrived on prairies some 132 years ago and planted his first crops of cereals, turnips and potatoes, the prairie soil had a protective covering of vegetation, chiefly grass.

## FARMERS LOOK TO THE FUTURE

By W. J. Breskey, Assistant Superintendent in Field Crops, Canadian Government Experimental Farm, Morden, Manitoba.

When the white man first arrived on prairies some 132 years ago and planted his first crops of cereals, turnips and potatoes, the prairie soil had a protective covering of vegetation, chiefly grass.

When the bulk of the prairie soils now under cultivation were broken some 50 to 75 years ago, they produced abundant wheat crops under ordinary methods of cultivation. However, soil is a rather complex thing and over large, and even over small areas, the physical and chemical properties may vary, changing rather abruptly. The result is various soil types which exhibit many different characteristics. These different soil types, as is to be expected, do not respond to similar treatment or cultural practices. After only 40 years of cultivation, many areas in Western Canada began to show the effects of soil deterioration, which has come about by poor management and faulty cultural practices.

It is sad but true that where the ploughshare tilled the weary way to produce his daily bread, his foot too often cursed the one-time fertile and generous soil and left it barren, dried and unproductive.

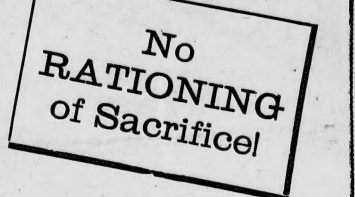
Within the space of a comparatively short time, less than half a century, millions of acres of land that were originally broken out of sod and brought under cultivation have had to be returned to grass. It is perhaps, true that a goodly portion of this land should never have been broken. It is hoped that the hardships suffered by those early pioneers and those who followed in their steps, should serve as a timely warning to the present and future generations, that and is a most important natural resource and should be treated and worked in such a manner as to not only preserve it but to improve it as an inheritance for future generations.

The soil is the source of food, clothing and unlimited wealth. A true education should become cornerstones of a vast economic and commercial enterprises and be the chief supporting pillar of industry.

The soil is man's heritage. It should be safeguarded as a possession held in trust and to be passed on in full of fecundity to future generations. It is only too true that the white man has ruined the prairies. Then, why should we not replenish them?

Twenty years ago, when man actually destroyed the means of life while attempting to support life. So great has the menace of soil deterioration become, resulting from wind and water erosion, that the three prairie provinces with an area of approximately 100 million acres in the grass zone, have enacted controls and brought into being a soil conservation plan for the future benefit of the prairie agriculturist. Under this plan it is hoped to build a new basis for the present and future generations under prairie conditions.

What then of the future of the prairie provinces? The future of the prairie provinces have a total of over 450 million acres of land, a very considerable portion of which has never been broken. Western agriculture cannot hope to become productive unless the future outlook is built around the fundamental need



When the white man first arrived on prairies some 132 years ago and planted his first crops of cereals, turnips and potatoes, the prairie soil had a protective covering of vegetation, chiefly grass.

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**GLEANINGS FROM OTTAWA**

**Notable Canadian—Ross Munro**

There's a new organization to encourage the Canadian Press War Correspondents' Association. Its first president is a fellow named Ross Munro.

You may or may not have heard him on the radio, but you have certainly read what he has written. For Ross Munro, 30-year-old ace correspondent for the Canadian Press, has been in every European campaign where Canadians have gone. With-out arms, with only honorary rank, and with the status of a civilian, Munro has kept well up with the boys in front, where the action is.

His first dispatches from Sicily bear all other 55 war correspondents by seven and a half hours. He followed this up by reporting without aid the whole of the 38-day Sicilian campaign.

(Continued on another page)

of conserving the soil while using it. During the past three years farm prices have risen very considerably for all farm products. The rise in prices was long overdue, however, it took a world war to bring about a general price rise in farm products. Farmers have benefited to such a degree that farm mortgages and debts have been materially reduced and a large percentage liquidated. Farmers in general have contributed their share to each of the past seven Victory Loans. Farmers in Western Canada have millions invested in Victory Bonds and they will continue to invest and add to their reserves for the future. "Canada needs the money now," the farmers will need it after the war." With restrictions on purchasing practically everything required for the farm, it is a great opportunity for farmers to rebuild their reserves and take advantage of the future possibilities of the prairie realm.

With proper government directed soil conservation, along with sound farm management and improved out-

(Continued on another page)





Makes baking  
easy and sure.  
Loaves light, even-  
textured, Delicious



ALWAYS DEPENDABLE  
AIRTIGHT WRAPPER  
ENSURES STRENGTH

### Political Reasons

Given As The Excuse For The  
Assassination of Lord Moyne  
Elisheu Ben Hour and Elisheu  
Hakim were sentenced to death for  
the assassination of Lord Moyne,  
British resident minister in the Mid-  
dle East.

During the trial at Cairo, the de-  
fendants, both young Jews from  
Palestine, admitted they had jointly  
planned the killing of the diplomat  
near his residence here last Novem-  
ber. Lord Moyne's chauffeur also  
was killed.

The defendants had said they killed  
Lord Moyne for political reasons be-  
cause he embodied the British  
government policy in Palestine, a  
policy they believed to be unjust.

### RECIPES

#### CARROT RING

For those days when your refriger-  
ator contains no meat but a little  
bacon, combine it with a cracker  
crumbs and carrots for a delicious  
new vegetable ring treat.

As you probably know, carrots are  
rich in vitamin A and they're excellent  
sources of vitamins A, B1 and C.  
They are classified as protective food  
which makes them a good weapon  
for fighting colds.

Crackers, one of the other chief  
ingredients of the ring, supply energy  
units and add flavor to the cracker.  
Because crackers are nutritious, in-  
expensive and unseasoned, they rank  
high in importance among Victory  
foods. Many homemakers use them  
as binders and extenders. You will  
find that they serve these purposes  
well when you try the following  
recipe. Baked in a ring mold and  
served with creamed peas, it has col-  
orful attraction to the dinner table.

2 cups ground raw carrots  
2 tablespoons chopped parsley  
1/2 cup finely chopped onion  
1/2 cup milk  
2 eggs  
1 teaspoon salt  
1-1/2 teaspoon pepper  
2 slices bacon  
1 cup cracker crumbs, rolled fine  
2 teaspoons vinegar  
Mix together carrots, parsley, milk,  
eggs, salt and pepper. Fry bacon, cut  
in small pieces, and add to mixture.  
Brown onion lightly in bacon fat; add  
cracker crumbs and brown. Add  
onion, cracker crumbs and vinegar  
to mixture, mix well, and fill greased  
ring mold. Bake at 350 degrees for  
30 minutes or until brown around  
edges. Remove from mold. Fill  
centre with creamed peas.

Cool loaves on the Great Lakes  
in 1944 are expected to equal 61,500,  
100 tons.

Strained?  
Aching?  
Stiff?  
Get on  
SAR'S  
LINIMENT

### OUR COMPLETE SHORT STORY—

## WITH LOVE FROM JIM

By MAHON MORGAN

McClure Newspaper Syndicate

Jane Smith leaned over the deep  
tub on the cook stove. She  
stirred the boiling water with the  
handle of an old broom, raising clouds  
of steam which made her eyes  
smart and reduced her hair to strag-  
gling wisps about her ears.

She fished out the garments one  
by one—a little white shirt of Billy's,  
Elsie's muslin trousers, a pair of  
pajamas for Jim—and trailed them  
dripping, held high on the stick, into  
a bucket of clear rinsing water on  
the floor. She straightened up, her  
hand on the small of her back to ease  
the stiffness there, and sighed at the  
sight of the pile of dirty clothes still  
to be washed. Wiping her  
hands on her apron, she pushed open  
the flimsy screen door out onto the  
back porch.

There was warmth in the summer  
sunlight, a clear bright warmth so  
unlike the vaporous heat of the room  
she had left. Jane sank down on the  
top step and into the first moment  
of relaxation she had known since  
the day she came to Elsie's.

Two men, on tall leaders prop-  
ped against the west wall, were busy  
painting. They were gradually cov-  
ering the dirty faded red with a film  
of white. Red was not good news  
for the Smiths' barn. It must be  
white, three coats to make it deep  
and solid.

The wall of the house behind Jane  
was also faded red. But there was  
never enough money to paint the  
house, to put in plumbing and  
running water, to buy an electric  
stove. They probably wouldn't even  
have had electricity if Jim hadn't  
needed it for the gadgets in the barn.  
Every cent they could scrape to-  
gether was poured right back into the  
barn while she and all the  
Smiths, lived in a crumbling house  
like shacks.

A neighbor's motor truck rattled  
up the driveway to the men. "Got  
a package for you, Jim," the driver  
called.

Jane's rancor grew as she watched  
her husband descend the ladder.  
Something else from the mail order  
house, she thought. For the form,  
of course. She watched the unlod-  
ing of the crate. It was a large and  
heavy thing, probably expensive. She  
couldn't bear to watch, so she walked  
round to the front yard. Elsie had  
just sat down her pen. The agent  
of the makeshift play pen, an  
arrangement of chicken wire and  
laths left over from the poultry shed,  
only increased Jane's irritation. She  
was too annoyed to wait as Fred  
Henry as his truck clattered away.  
Jim came around the corner of the  
house. "Where'd you put the ink,  
Jane?" he asked a little timidly. Jim  
sensed the cloud that gathered over  
them, but if he guessed the cause he  
never spoke of it.

"In the front room table drawer  
where it always is." Jane tried to  
disguise her animosity. In her heart  
she knew it wasn't selfishness which  
caused Jim to neglect his family for  
his farm. He neglected himself, too.  
He was too thin, his blue eyes  
faded, his overalls faded and patched  
holes in his own dress. But the ten-  
sion between them, growing as it had  
in the last months, was in his voice.

Jim was silent with curiosity  
about the crate. Almost against his  
will, she went out towards the barn.  
The package stood just inside the  
door with one of its wooden sides  
removed. She moved closer to see  
the contents.

Jane swallowed and reached out  
unsteadily, almost afraid to touch it.  
Tears smarted, starting quickly. It  
was so white, so shining—a dream  
she had never hoped to realize. The  
very same model, the washing ma-  
chine on page 365 of the mail order  
catalogue. Jim had ordered—the  
thought of Jim was sharp with a  
stab of remorse; the way he had  
stood there in the yard, the way she  
had snatched at him.

She ran through the back door and  
breathless to the front room. Jim  
looked up from his writing, startled.  
"Oh, Jim!" Jane stopped. Now here  
before him, she was embarrassed.

"Jim," she tried again. I didn't  
know, Jim. I wanted it, so, but I  
didn't think you knew. I didn't think  
you even cared. I'm so grateful, Jim.



Don't just

COUGHS

COLDS

BRONCHITIS

ASTHMA

GET IT FAST WITH

BUCKLEY'S

MISTURE

Canada's Largest Selling

COUGH AND COLD REMEDY

I don't suppose I ever thought I'd

own a washing machine."

"I was used to doing it by hand."

"She kissed him softly on the

cheek. His slowly mounting flush

was apparent even through his am-  
bly.

"I don't just the washing machine,

Jim. I've. I've been praying

you'd notice something else besides

the farm, and you did."

"Aw," Jim's voice was odd

gruff. "Aw—you told Rod to get it

unrattled. I'll be out to help him

carry it up to the house."

"I was used to doing it by hand."

"She kissed him softly on the

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### Eggs For Britain

All Canadian Eggs Will Now Be  
Stamped With The Word  
"Canada"

Each of the 600,000,000 Canadian  
eggs which will go into British homes  
and restaurants this year will be  
stamped in indelible ink with the  
word, "Canada," the Dominion De-  
partment of Agriculture announced  
recently.

"Although egg stamping is a British  
requirement, it offers Canada an  
opportunity to make British con-  
scious of the high quality of Cana-  
dian eggs. This great opportunity  
to advertise is also a responsibility  
to produce as each egg must be  
its own best advertisement," said  
the Department.

Only recently has Canada resumed  
exports of shell eggs to Britain which  
has limited its egg purchases since  
February 1942 to dried egg powder.  
Shipments of powder will be con-  
tinued in 1945, but not in as large  
quantities as in 1944. Exports of  
shell eggs which are expected to  
reach a record peak this year will be  
assembled at some 125 carlot ship-  
ping points from Canada's 2,000 reg-  
istered egg grading stations.

The attention of packers and can-  
dlers at egg grading stations, and all  
contact with the industry is due to the  
need to pack eggs large end  
up. Just before the opening of the  
recent commercial movement of eggs  
a preliminary test shipment was  
made to Britain, and the report since  
received states "Ninety per cent. of  
the eggs packed narrow end up had  
stuck," in other words, when eggs  
are packed small end up and held  
for any length of time, the yolk  
tends to rise and adhere to the shell  
membrane. To prevent this eggs  
must be packed large end up. In-  
cidentally, the marking of the word  
"Canada" on the egg should be done  
in a neat and attractive manner.

### Eat More Potatoes

But British Civilians Get Less Meat  
Than Canadians Or Americans

Food supplies for civilians in Brit-  
ain showed some improvement last  
year over 1943 but still were below  
normal levels for many foods, ac-  
cording to a statement by the com-  
missioner of food conservation in Brit-  
ain. Apart from meat, potatoes, food  
supplies in the three countries were  
declared sufficient to maintain "rea-  
sonable health."

The report added that meat con-  
sumption in Canada and the United  
States was nearly 50 pounds a head  
more than in the United Kingdom,  
but that Britons ate more potatoes—  
140 pounds a head more than Ameri-  
cans and 50 pounds more than Cana-  
dians. Supplies of calories, fats,  
animal proteins and vitamin A were  
below pre-war level in Britain but  
supplies of vegetable proteins were  
appreciably higher.

Britain eats about 20 per cent.  
less meats and fats than before the  
war, 30 per cent. less sugar, 20 per  
cent. more fish products and 10 per  
cent. more fruit, vegetables and  
fresh fish, which are in short  
supply, principally all foods continue  
to be rationed in Britain.

### Learning To Walk

The Gasoline Shortage Has Revived  
A Long Forgotten Art

One result of the gasoline short-  
age—and it has its good points—is  
that it has brought about a revival  
of the forgotten art of walking.

Walking is the oldest form of ex-  
ercise, after creeping; and it is one  
in which old and young can indulge  
to their bodily profit. The condition  
in which it tends to keep men, women  
and children is a prophylaxis  
against disease. The pleasantness  
of walking has been lauded by phi-  
losophers and sung by poets. They  
were enjoyed by the ancients, and  
the automobile made the use of legs  
unnecessary for so many people and  
unusual for others—Gaulish Mercury.

### "Marshall-ing The Forces"

The Robert Marshall of Borden, Sask., now in uniform, is doing a "CWAC trip" above. Reading from left to right, they are: L-Cpl. Eunice, Pte. Katherine and Cpl. Doris. Pte. Kath-  
erine, a former school teacher, completed the trip when she enlisted this  
month. Cpl. Doris, the first of the girls to join the C.W.A.C., is clerk in  
the Documentation office at the Reception Centre. L-Cpl. Eunice, though  
the youngest of the girls, has been in the army since December, 1942. She  
is a driver, now driving for one of the mobile recruiting units. The girls  
have two brothers, Robert and Jack, serving overseas with the army. Their  
parents, Mr. and Mrs. Robert G. Marshall, formerly of Prince Albert, now  
reside at Borden.

—Canadian Army Photo.

The Robert Marshall of Borden, Sask., now in uniform, is doing a "CWAC trip" above. Reading from left to right, they are: L-Cpl. Eunice, Pte. Katherine and Cpl. Doris. Pte. Kath-  
erine, a former school teacher, completed the trip when she enlisted this  
month. Cpl. Doris, the first of the girls to join the C.W.A.C., is clerk in  
the Documentation office at the Reception Centre. L-Cpl. Eunice, though  
the youngest of the girls, has been in the army since December, 1942. She  
is a driver, now driving for one of the mobile recruiting units. The girls  
have two brothers, Robert and Jack, serving overseas with the army. Their  
parents, Mr. and Mrs. Robert G. Marshall, formerly of Prince Albert, now  
reside at Borden.

## Outstandingly Good



### Honest Advertising

London Department Store Pays  
Customers For Any Misleading  
Statement

Most advertising is honest, because  
long experience has proved to the  
advertiser that it is only that kind  
that pays a dividend.

But the British, the keenest busi-  
ness men the world over, are past-  
masters in the advertising line.  
Selfridge & Co., one of London's  
greatest department stores, has a  
standing offer of \$50 for every mis-  
leading statement that its customers  
can find in its store advertising.  
This unusual procedure started back  
in 1933, when a particular woman  
customer returned a dress because it  
did not contain as many pleats as  
the article's sketch had shown in the  
advertisement, which she had seen,  
and which had induced her to buy it.  
The floor manager promptly handed  
her a refund and an additional \$50 for  
her "competent observation." Since  
then the same firm has paid out more  
than \$20,000 in similar claims on a  
wide variety of merchandise.

Other merchants soon lost their  
heads over the plan which was to  
save the extra customers flocking to  
patronize Selfridge & Co., for the re-  
tailer has enhanced good will and in-  
sured public confidence in advertis-  
ing generally.

### The World Knows

All Goebbels' Propaganda Cannot  
Build Up Belief In Hitler

Adolf Hitler, according to Reich  
Propaganda Minister Paul Joseph  
Goebbels, "is a man the whole world  
would worship if it only knew what  
his message is."

It may be that the twisted brain  
of the official Nazi thumper really  
believes that the world is ripe for a  
"message" dwelling on the beauties  
and benefits of race prejudice, diplo-  
macy based on force and falsehood,  
subjugation of all other nations to  
the German Master Race, and all the  
arrangements for which Dr.  
Goebbels stands.

It may be that the German propa-  
ganda chief actually thinks the peo-  
ples of the earth could bring them-  
selves to idolize the man who led  
the Axis in plunging the world into  
years of bloody war.

Whatever it is, who's being fooled  
—Buffalo Courier-Express.

### New Device

Designed To Save Gasoline In  
Operating Of Motor Cars

A device designed to save gasoline  
in the operation of a motor vehicle  
has been patented in Canada and the  
United States by J. A. Grant, an air-  
craft worker in E.C. Described as  
an auxiliary compressive air admit-  
tance apparatus, the invention will  
be known under the trade name Grant  
Ayrhead. Principle on which it  
operates is to cut off the flow of  
gasoline into the cylinders when the  
valve is going down and, draw in  
oil only.

Mr. Grant said his Ayrhead will  
not only cut down the consumption  
of gasoline but will save oil by main-  
taining an even pressure in the com-  
bustion chamber instead of a  
vacuum. It will prevent spark plugs  
fouling and will increase the braking  
effect of the motor. He reported  
a test made in city driving in New  
York, where he showed an increase of  
4.2 miles a gallon.

### THE ALBERT MEDAL

The Albert Medal, instituted by  
Queen Victoria in 1866 for saving life  
at sea or on land, has been extend-  
ed to the Dominions under royal war-  
rant.

### Cannot Escape

Even In Russia The People Have To  
Pay Income Tax

The Russian citizen is taxed on his  
income, just as is the Canadian.  
The income tax is collected there by  
the month and a man with an in-  
come up to 1,800 rubles pays 120  
rubles or about seven per cent. in the  
lowest bracket. The rate rises  
sharply in the higher brackets.

Finally the Government gets large  
voluntary donations from the citi-  
zens, almost equal to the total income  
tax, and it floats huge war loans,  
just as we do in Canada. On these  
loans interest is paid and the govern-  
ment who buys them becomes a capitalist.  
Altogether Socialism, in the only  
place where it has really been at-  
tempted, bears a strange resemblance,  
in its more disagreeable aspects, in  
the inevitable necessity of paying for  
everything you get, to our own sys-  
tem in Canada. You don't escape the  
load by changing the label—Vander-  
voort Sun.

### War Medals

Will Be Given To All Members Of  
The British Armed Forces

Prime Minister Churchill told the  
House of Commons that a British  
war medal will be given all members  
of the armed forces but the question  
of issuing this widely-distributed  
award would not be taken up until  
its way is over.

The Prime rejected a suggestion  
that the Government consider award-  
ing some form of medals to the 1939-  
45 Star, at present worn only by  
soldiers, sailors and airmen who took  
part in actions outside Britain.

He explained: "If you widen the  
existing distribution you may easily  
bring in eight or nine million people,  
in fact everyone in the country, for  
they all did well."

Presumably the new decoration will  
be available to Canadians who now  
are eligible to receive all other British  
decorations.

### Large-Cut Apron

Pattern 4930: note ample bib-  
top. Length of waist to bust 18-20  
Pattern 4930 comes in sizes small  
(44-46), medium (46-48), large (48-50),  
extra large (50-52), medium, 2 yards, 3  
yards, 4 yards, 5 yards, 6 yards, 7  
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147 yards, 148 yards, 14



## The EATON Research Bureau Protects You!

When shopping through the EATON Catalogue, it must be gratifying to know that you are protected by the EATON Research Bureau. Here trained experts are constantly testing the merchandise you buy, examining it minutely by the latest methods and with the most up-to-date equipment. Thus you may buy with confidence, knowing that accurate descriptions are being given to you and that your interests are being safeguarded.

Where merchandise is described in the Catalogue as being tuffast, unshrinkable, sunfast, non-rip, stainless, machine, shatter-proof, or weather-proof, it must comply with such descriptions when used with reasonable care and under ordinary circumstances. Such is the decree of the EATON Research Bureau, and your guarantee of service and dependability.

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EATON'S

## Hello! What's on the Menu?



### FUTURE POULTRY PROFITS DEPEND ON WHAT YOU FEED THEM NOW!

Every poultryman knows that thriving, vigorous chicks are not just hatched. **THEY BUILD UP BALANCED CHICK-DEVELOPING FEEDS!** The **MONEY-MAKER** feeds are scientifically composed to cater to the delicate digestive system of the chick... providing all essential ingredients that speed maturity and produce quality pullets and roosters.

See your local U.G.G. agent and start using... start increasing poultry profits by feeding



Sold at **UNITED GRAIN CO. LTD.** Elevators and Dealers

Don't let your carelessness result in a tragedy and heartbreak that a fire brings. Most fire, you know, can be traced to carelessness on some one's part. If you are burning soft

coal in the furnace, see that noot is not allowed to accumulate. It forms more rapidly than when hard coal is used and sooty chimneys are a serious fire hazard.

## WEDDING HEYWOOD-GILBERT

Central United Church, Calgary was the scene of a quiet wedding on January 1st, when Helen Mayo, daughter of Mr. and Mrs. A. W. Gilbert of Gleichen, became the bride of Frederick Heywood, son of Mr. and Mrs. Heywood of Crossfield. Rev. Dr. A. Lawson officiated.

The bride wore a suit of gold wool with brown accessories. Miss Gladys Fraser and Miss Muriel Gilbert were bridesmaids and the bridegroom's brother FILL. Merle Heywood, R.C.A.F., was best man.

Today is St. Valentine's day and despite wartime shortages there, no plenty of valentines circulating.

(Continued from page one)

## GLEANNINGS FROM OTTAWA

sometimes typing out his despatches at night by the light of a jeep. When the invasion of Italy came, Munro was in ahead again—by several hours.

D-Day found him on the beaches with the Canadians, following them wherever they went through France, Belgium and Holland. It was not his first experience on beaches, because he had won international renown for his first-hand reports of the Dieppe reconnaissance, and way back in 1941 he had covered the British-Canadian landings on the strategic island of Spitbergen in the Arctic Circle.

Simple, quiet, friendly, Munro has been nicknamed by his friends "The Clerk" for his soft-spoken, earnest manner. Yet he is the hero of a real storybook romance. When the Cato

... Ask us!

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BRANCHES: CALGARY - TORONTO - MONTREAL

## CLASSIFIED ADS

CONTRIBUTE \$1—To Ladies Auxiliary Carnival, March 14th. You may own improved farms at Moosomin, Sask. First half section, cultivated, good buildings, well windmill. Second prize half section, half cultivated, half fenced. Never fail crop district, well watered. No hail or drought. Proceeds for war service. Tickets \$1. or 2 for 2 free for selling a book. Write Ladies Auxiliary, R.E.S.L., Strathburg, Sask. Registered under War Charities Act.

HAND MADE  
Riding Boots  
and Shoes  
MADE TO ORDER  
We are Heel Experts

## Tex Cassidy

tion as a quota user. They are required to state clearly the number of children they wish to serve during the month, always remembering that rations cannot be provided for those who live close enough to go home for their mid-day meal.

To maintain Canada's high reputation as a wheat producing country built up on the quality of the wheats exported to other countries, special studies of samples have been going on for the past 13 years by the Dominion Department of Agriculture. It was found that while a large number of different varieties could be found in our export wheat, those which could be classed as poor or mediocre are only a very small percentage of the whole. Study was made of the 1943 crop at Ottawa, for instance, samples being taken from 189 representative cargoes leaving both eastern and western terminals. In the Fort William cargoes a marked decline was found in the percentage of Marquis wheat and corresponding increase in Thatcher and allied wheat varieties. In the Pacific cargoes Red Bole was the predominating variety. The Marquis, Garnet and Reward varieties declined to new lows in the No. 3 and No. 4 Manitoba Northern samples. Samples leaving Fort Churchill followed the same trend. The general high quality is being maintained, that is definitely proved.

Post Offices Sell Them

**Buy WAR SAVINGS STAMPS**

FROM BANKS • POST OFFICES  
DEPARTMENT STORES • DRUGGISTS  
GROCERIES • TOMACOWISTS  
BOOK STORES and other RETAIL STORES

**SEEDTIME AND HARVEST**  
By D. K. W. NEATBY  
Ladies' Home Service  
Winnipeg, Manitoba

**Production Objectives**  
The Dominion Department of Agriculture is to be commended for the release of a statement as to desired increases of decreases of various agricultural products. Figures were published last December. Recommended or, in some cases, expected average or production for 1945 are expressed as percentages of 1944 acreages or production.

An increase in almost all agricultural production is desired. The following figures merit the attention of Prairie Province farmers:

**Increases (% of 1944):** Oats, 12; barley, 10; summerfallow, 5; cattle, 8; calves, 10; sheep and lambs, 3; cranberry butter, 5; eggs, 10; rapeseed, 75; sunflower seed, 50; sugar beets, 20; alfalfa seed, 50; crested wheat grass seed, 6.

**Slight Change, or None:** Hay and clover, hops, dairy produce other than cranberry butter, honey, maple.

**Decreases (% of 1944):** Wheat, 8; rye, 25; sweet clover seed, 25; triticale seed, 25.

The position of seed flax is, as we write, in doubt. It is probably safe to assume that an increase in production would be welcomed, and that this will not be realized without a substantial increase in price.

The above programme is an ambitious one. Farm labour will certainly not be plentiful and, in consequence, there will be a temptation to increase wheat output at the expense of other farm products.

The government recommendations have been made after careful consideration of our own and our allies' needs.

(Continued from page one)

## FARMERS' LOOK TO THE FUTURE

tural practices, Prairie agriculturists will continue to improve providing the agricultural outlook broadens and new and improved agricultural practices and innovations are accepted and adopted.

The future permanency of agriculture must be built around the farm home, with improved living standards, modernizing of home surroundings, with new modern equipment, including rural electrification of farm buildings and the planting of trees, shrubs, flowers and small ornamentals and around the farmyard grounds both for adornment and protection from the elements—wind, summer heat, winter cold and drifting snow.

Many mothers, particularly those in rural areas of Canada, have cause to be grateful to their children's school teacher. Not only does she attend to the scholastic needs of her young pupils but frequently looks after their physical welfare by serving hot beverages to the children who bring their lunch. Some teachers even provide soup and bread and butter on cold days. To help these foster mothers cater to their young charges, the Wartime Prices and Trade Board has made arrangements for them to obtain the necessary ration documents by refuted ration card, butter and preserves. To do so the teachers must register with the nearest branch of the ration administration.

Here's how our boys want you to address their Mail!...

C.R. BLANK  
AURORA, ONTARIO.  
B 12345  
SGT. BLANK, A.B.,  
1ST. CANADIAN ANTI-TANK REGIMENT,  
ROYAL CANADIAN ARTILLERY  
CANADIAN ARMY  
OVERSEAS.

LEGIBLE LIKE THIS

NOT LIKE THIS

Don't take a chance on poor "handwriting". You may save a minute—but at the cost of many weeks' delay.

**THIS is a war of rapid movement. Overseas mail must be handled many times before it reaches your man. If you write a wrong or incomplete address, it may cause weeks of delay in spite of all your Post Office or Canadian Postal Corps care to speed delivery. You can save much heart-ache by following these simple rules:**

1. Write clearly or print full address in block letters.
2. Make sure the address is COMPLETE, many delays are caused in Army mail by readers omitting name and number of unit.
3. If you are writing to a wounded man in hospital Overseas, write the usual COMPLETE address, then ADD the words "IN HOSPITAL" in large letters on the envelope.

## YOUR PARCEL MUST FACE THE RIGORS OF WAR...

Your parcel must stand the weight of thousands more pressing down on it in the hold of a lurching ship at sea. It must stand rough transport, often under fire, over shell-torn roads. Pack your parcels in corrugated containers, wrap in several layers of heavy paper and tie with strong twine.

**DON'TS FOR SENDERS:** Don't pack matches or lighter fluids. Don't send foods that can spoil. Don't send liquids in cartons or glass. Don't forget to affix completed customs declaration. Don't use "shoe boxes", they crush easily.



Canada Post Office

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